

RealityRN Advertising and Sponsorships

April 2011 Rates



www.RealityRN.com
New Nurses, Real Conversations

Are you interested in advertising to student nurses and new nurses?

Do you want access to a community of nurses who are on the cusp of their career and looking to their future in the profession? No website provides a niche community of young nurses like RealityRN.

RealityRN is a social media community of student nurses and new nurses:

- 90% Female
- 60% 30 or under
- 80% 2 or less years of experience
- 60% Students

RealityRN bases its sponsorship rates on its niche focus.

The length of RealityRN's sponsorship agreements range from three months to a year. Rates will be renegotiated at the end of each term. All creative for text and images must be provided. RealityRN reserves the right to refuse any sponsorship that does not fit with the mission of the community.

Home Page Video Ad

Home Page	\$3,000 per month	Post your video on RealityRN's home page. Client hosts video elsewhere, such as YouTube.
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Email Sponsorship		
Weekly Email Blast	\$600 per blast	Each week, RealityRN sends an email blast to a list of 4,000 nurses who have raised their hand (opted-in) to join the RealityRN community. Open rates for the email blast range from 15% to 20%. Click-thru rates range from 3% to 6%. The sponsorship is a text promotion in the middle of the content for the email.
Sponsorship Packages		
Full Sponsorship	\$4,000 per month	<ul style="list-style-type: none"> • Weekly Email Blast (4 per month); • Home page sponsorship – top banner only; • Internal page sponsorship – top banner only. Ad served on all internal pages.
Home Page Sponsorships		
Top Banner only	\$1,300 per month	The banner is at the top center of the page. Does not include skyscraper banners on the right hand side.
Home Page Text Sponsorship	\$700 per month	Add your text advertisement to our site, prefaced by the headline: “SPONSORED LINK.” Your ad will appear at the bottom of the home page, depending on availability and your preference.
Right-side Skyscraper – above the fold	\$1,000 per month	Text, images, and links with the dimensions of 120 x 60.
Right-side Skyscraper – below the fold	\$600 per month	Text, images, and links with the dimensions of 120 x 60.
Other Options		
Article Research Sponsorship	\$1,000 per article	We work hard to ensure RealityRN articles are relevant and accurate; therefore, our research is thorough. This is why our student nurses and new nurses return to our site. Sponsor our research and we will post your 88 x 31 logo, along with the text: “Research for this article sponsored by [Your Company Name]” between the end of the article and the article responses.
Individual Page Text Sponsorship	\$500 per month	Add your text advertisement to our site, prefaced by the headline: “SPONSORED LINK.” Text will appear on the internal page you sponsor.

For more information, contact Dave Goetz, vice president of business development, at dave.goetz@realityrn.com.

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